

**PATIENT REFERRAL AND PHYSICIAN-TO-PHYSICIAN MARKETING METHOD
AND SYSTEM**

CHARLES C. KOO

MING L. CHIEN

DANIEL F. LAM

5

ABSTRACT

A method and apparatus are provided for creating a referral network for member physicians utilizing the Internet. The referral network provides its members an organized and efficient system for generating and storing patient referrals. To become a member of the referral network, a physician registers with the referral network web site. A member physician generates a patient referral document using referral network software on the referral network web site. The patient referral document is sent to another physician to refer a patient to the physician. If the recipient physician is not a member of the referral network, the patient referral document includes a promotion for the referral network to induce the physician receiving the referral document to become a member of the referral network.

10

15